



To the Mayor and Members of the City Council

January 12, 2016

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SUBJECT: COMMUNICATIONS AND PUBLIC ENGAGEMENT UPDATE

During 2015, the Communications & Public Engagement Office was able to use a variety of communications tools and public outreach methods to reach out to residents.

Some highlights for 2015 include:

- Launched the new website
- Implemented Phase 1 of the Capital Communications Plan
- Began printing the monthly Roundup
- Developed the public meeting report for elected officials and staff
- Launched two monthly electronic newsletters on mobility and sustainability issues
- Began remote broadcasting at public meetings
- Expanded the use of yourfortworth.org to departments and special projects

Other accomplishments for 2015 include:

Produced City News for 8,100 subscribers <ul style="list-style-type: none"> • Mobility Monthly • Eco-Insider 	52 issues with 513 stories 12 issues with 51 stories 7 issues with 29 stories
Produced City Times (water bill insert)	11 issues with 46 articles
Responded to Media Requests and implemented tracking tool	525 individual requests
Produced daily Media Brief for staff	233 daily briefs
Posted stories and information on Social Media <ul style="list-style-type: none"> • Facebook • Twitter 	6,632 likes 42,823 followers
Produced Roundup newsletter for employees	48 issues with 510 stories
Taped and posted meetings	252 individual meetings
Produced special videos for departments	108 videos
Produced Molly Minutes for departments	8 videos
Community Outreach and meetings <ul style="list-style-type: none"> • Neighborhood Association Meetings • Public & Planning Meetings • Community Events and Fairs • School Presentations • After-School, Community Centers, Library and Summer Camp presentations • Developed the weekly Community Engagement newsletter for neighborhood leaders 	921 total meetings 259 meetings 60 meetings 49 meetings 205 meetings 348 meetings
Completed Neighborhood Meeting Reports	204 Reports submitted 5,299 residents at meetings
Participated in National Night Out Provided bags of information for events Assisted neighborhoods	4,226 bags filled 61 neighborhoods/organizations

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While we have had success with improving our communications efforts during the past year, we also recognize the necessity to continue to look for new ways to communicate with the public using many different tools. While many of our residents use social media and the internet to stay informed, we also have a large percentage of our population that prefer more traditional ways of outreach. The office currently uses flyers, posters, social media, website updates and short videos for outreach efforts. The amount of printed material is small because of the limited budget for printing.

For this reason, the office looks for ways to partner with other departments so that we can provide printed material on our programs.

- The water bill insert City Times is currently printed in partnership with the Water Department. It features articles on programs in all city departments. The Communications and Public Engagement Office does the writing and layout for the publication. The Water Department provides the funding.
- Program material used by the Community Engagement team is currently printed by the individual departments.
- The printing of public meeting flyers, posters and handouts are currently paid by the department responsible for the project. The Communications and Public Engagement office offers graphic and writing support.
- The frequently called numbers handout is currently printed in partnership with the Water Department. It is distributed each year in the January water bill. The information is compiled by the Community Engagement staff.
- The Get Connected cards are printed by the Community Engagement office.

In an effort to expand the printed outreach tools for the city, the Communications and Public Engagement Office is recommending the following new projects for citywide promotions and education during 2016. The Communications and Public Engagement Office is working with departments to confirm cost-sharing opportunities in order to absorb the costs of the new initiatives outlined below into the approved operating budgets.

Newspaper Insert

In the past, the City of Fort Worth produced a one page weekly insert in the Star-Telegram called City Page. Beginning in 2016, we would like to produce a quarterly insert or a single page in the paper that will appear in the Star-Telegram and in La Estrella. The publication will be in English and Spanish. We will also overprint the publication and provide copies at all Neighborhood Centers, Recreation Centers, Libraries and other city facilities. We are currently working with departments to determine the cost-sharing opportunities. We estimate that the annual cost will be approximately \$80,000 but are evaluating the options of a single page insert.

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We are installing frames in restroom stalls at all city facilities. These frames will allow us to produce a monthly insert on city programs and upcoming events. We will also offer posters with the same information for those facilities that have billboards. There is a one-time cost for the frames and installing them in each bathroom. The anticipated cost for this is \$6,500. The printing of the inserts can be done on regular printers so the cost each month is minimal.

City Services Brochure

We do not currently have one brochure that gives a good overview of all city services. We are currently working with other departments to develop a brochure that provides this information. This brochure will contain highlights from each department and important contact information. The anticipated cost to print the brochure is \$3,500 annually.

Annual Report

The office will publish an annual report later this month. This retrospective online report will allow us to showcase many events and special projects that have taken place during FY15. It is another way for us to showcase our city departments and the services they provide to residents.

FWTV

We are working with departments to develop more informational videos for our website and Youtube channel. These short videos will allow us to provide timely information about various city services that we can then push out through social media and our electronic newsletters.

Video ideas include:

- District profiles
- Councilmember profiles
- City Services
- Special events

Fortworthtexas.gov

We will be implementing a feedback tool into the website and will be hosting focus groups to evaluate the new website and recommend improvements. We will also be implementing an automatic email notification for certain page updates. Finally, we are continuing to look at additional self-service opportunities that will be rolled out throughout the year.

If you have any questions or concerns, please contact Michelle Gutt, Director of Communication and Public Engagement, at 817-392-6248.

David Cooke
City Manager